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## AMENDMENTS TO THE CLAIMS

Claims 1 – 59 are currently pending in the present application. In accordance with 37 CFR 1.121, a complete listing of the claims is provided.

## LISTING OF THE CLAIMS

1.    (Original)  A system for generating business information for a customer, the system comprising:

(a)    a geo-indexed database including information on a plurality of businesses;

(b)    a logic processing unit through which each business in the database is assigned to a business category and for associating criteria to each business category; and

(c)    a customer interface to the logic processing unit for allowing a customer to enter a search request to locate a business within a selected business category, the logic processing unit determining the appropriate information to be gathered from the customer and generating a list of businesses based on the business category selected by the customer.

2.    (Original)  The system of claim 1, wherein the criteria associated with a business category includes a location specificity.

3.    (Original)  The system of claim 2, wherein the location specificity of a business category determines a location resolution in which businesses are added to the list of businesses generated by the logic processing unit.

4.    (Original)  The system of claim 1, wherein the logic processing unit determines a location of interest to the customer and generates a list of businesses ranked by their proximity to the location of interest, the location of interest determined to a resolution corresponding to the location resolution of the business category.

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5.    (Original) The system of claim 1, wherein the logic processing unit determines a location of interest to the customer and generates a list of businesses ranked by their proximity to the location of interest.

6.    (Original) The system of claim 5, wherein the logic processing unit applies weighting factors to further rank the businesses in the list.

7.    (Original) The system of claim 5, wherein the criteria associated with a business category includes a location specificity and the location specificity of a business category determines a location resolution relative to the location of interest in which businesses are added to the list of businesses generated by the logic processing unit.

8.    (Original) The system of claim 1, wherein the search request is based on a business category of interest to the customer.

9.    (Original) The system of claim 1, wherein the search request is based on a popular business name of interest to the customer and the logic processing unit associates the popular business name to a business category.

10.    (Twice Amended) A multi-modal system to provide contact between a business and a customer comprising:

(a)    a geo-indexed database including data about the business;

(b)    a logic processing unit, providing access into said geo-indexed database;

(c)    a business interface to the system, allowing a business to control the data; and

(d)    a customer interface to the system allowing the customer to search the business data to locate a business of interest using a search request, said logic processing unit being response to the search request and wherein the search request includes comprising a data, voice or message format request and said logic unit being configured to generate a search result in response to said search request,

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wherein, based on a customer search, the logic processing unit ~~generates and~~ prioritizes a said search result including a list of businesses prioritized on the basis of business location sensitivity and business score from weighting factors.

11.    (Original)  The system of claim 10, wherein the logic processing unit randomizes the prioritized search results.

12.    (Original)  The system of claim 10, wherein the search results are prioritized using weighting factors selected from the group consisting of relevancy, accessibility or availability of promotions.

13.    (Original)  The system of claim 10, wherein the -weighting factors include ratings from previous customers.

14.    (Original)  The system of claim 10, wherein the weighting factors include the businesses' status in a tiered rate structure system.

15.    (Original)  The system of claim 10, wherein the database groups businesses into categories including a pre-set location sensitivity.

16.    (Original)  The system of claim 10, wherein at least one of the business interface or the customer interface is based on voice and audio.

17.    (Original)  The system of claim 10, wherein the multi-modal system comprises an integration of prerecorded voice segments, audio clips, and TTS components.

18.    (Original)  The system of claim 10, wherein at least one of the customer interface and the business interface is a data, web or wap interface.

19.    (Original)  The system of claim 10, wherein the logic processing unit allows the customer to perform personalized or location sensitive searches.

20.    (Original)  The system of claim 10 further comprising an auditing and feedback function.

21.    (Original)  The system of claim 10 further comprising a function whereby electronic promotions are sent to the customer.

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22.    (Original) The system of claim 10, wherein the geo-indexed database includes material available to specific groups of customers.

23.    (Original) The system of claim 10 further comprising a billing function.

24.    (Original) The system of claim 23, wherein the billing function includes a tiered rate structure for the business.

25.    (Original) The system of claim 23, wherein the billing function includes a per search request fee for the customer.

26.    (Original) The system of claim 23, wherein the billing function includes a fee for the business for every instance of inclusion on a list of search results.

27.    (Original) The system of claim 10, wherein the customer is connected to the business.

28.    (Original) The system of claim 10, wherein the customer registers with the multi-modal system to provide feedback and to obtain promotions.

29.    (Original) The system of claim 10, wherein location and communication device information is obtained from the customer's communication device or from the customer.

30.    (Twice Amended) A method for generating business information for a customer, the method comprising:

(a)    providing a geo-indexed database including information on a plurality of businesses and a logic processing unit through which each business in the database is assigned to a business category and for associating criteria to each business category;

(b)    accepting a search request in comprising a data, voice, or messaging format request from the customer from a communication device, the search request including criteria associated with a business category to the customer;

(c)    converting the search request to a digital signal representation understandable by a computer system; and

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(d)      operating the logic processing unit to obtain appropriate information from the customer based on the criteria associated with the business category ~~of interest~~ and searching the database to generate a list of businesses from the business category selected by the customer.

31.      (Original) The method of claim 30, further comprising determining a location of interest to the customer and wherein the list of businesses is generated to highlight businesses proximal to the location of interest.

32.      (Original)  The method of claim 31, wherein the criteria associated with a business category includes a location specificity to determine the resolution to be used in assessing businesses proximal to the location of interest.

33.      (Original)  The method of claim 32, where in the location of interest to the customer need only be to the same resolution as the resolution determined by the location specificity.

34.      (Original)  The method of claim 31, wherein the list of businesses is ranked to list those businesses most proximal to the location of interest first.

35.      (Original)  The method of claim 34, wherein the list of businesses is further ranked by applying weighting factors to the businesses in the list.

36.      (Original)  The method of claim 30, wherein the search request is based on a business category of interest to the customer.

37.      (Original)  The method of claim 30, wherein the search request is based on a popular business name of interest to the customer and the logic processing unit associates the popular business name to a business category.

38.      (Original)  A method for providing business information to a customer from a business comprising:

(a)      receiving a search request in a data, voice, or messaging format from a customer from a communication device, the search request specifying business information of interest and a location of interest;

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(b)   converting the search request to a digital signal representation understandable by a computer system;

(c)   in response to the search request, assigning a location specificity to the business information of interest and searching a geo-indexed database of business information for a particular data item relating to the business information of interest;

(d)   with reference to the location specificity of the business of interest, prioritizing search results based on proximity to the location of interest; and

(e)   generating a list of prioritized search results into the format used for the search request.

39.   (Original)   The method of claim 38, wherein the prioritized search results are randomized.

40.   (Original)   The method of claim 38, wherein prioritizing the search results further includes scoring by applying weighting factors.

41.   (Original)   The method of claim 38, wherein the weighting factors include ratings from previous customers.

42.   (Original)   The method of claim 38, wherein the weighting factors include the businesses' status in a tiered rate structure system.

43.   (Original)   The method of claim 38, wherein the search is personalized by the customer.

44.   (Original)   The method of claim 38 further comprising a registration step whereby a customer registers and obtains a login name and password.

45.   (Original)   The method of claim 38, wherein a registered customer provides business ratings and requests promotional material.

46.   (Original)   The method of claim 38 further comprising a step of charging the customer a fee for each search request.

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47.    (Original) The method of claim 38 further comprising a step of charging businesses a fee for each instance of inclusion on a list of search results.

48.    (Original) The method of claim 38 further comprising a step of obtaining location and communication device information from the customer or from the customer's communication device.

49.    (Original) The method of claim 38 further comprising a step of directly connecting a customer with a business.

50.    (Original)  A method of presenting results obtained from an automated directory assistance system comprising prioritizing the results using weighting factors comprising relevancy and location, and randomizing the prioritized results.

51.    (Original) The method of claim 50, wherein the weighting factors include ratings from previous customers.

52.    (Original) The method of claim 50, wherein the weighting factors include the businesses' status in a tiered rate structure system.

53.    (New) A system for providing automated directory assistance for a customer, said system comprising:

       a customer interface configured for receiving a search request from the customer to locate a business, said search request comprising a data, voice or messaging format request;

       a geo-indexed database comprising information on a plurality of businesses;

       a logic processing unit configured for assigning one or more of said plurality of businesses to a business category;

       said logic processing unit being configured to process said search request and generate a search result comprising one or more of said plurality of businesses based on the business category selected by the customer.

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54.    (New) The system as claimed in claim 53, wherein said logic processing unit is configured to associate criteria with said business category.

55.    (New) The system as claimed in claim 54, wherein said criteria associated with said business category comprises a location specificity.

56.    (New) The system of claim 55, wherein the location specificity of a business category determines a location resolution in which businesses are added to a list of businesses generated by the logic processing unit.

57.    (New) The system of claim 53, wherein the logic processing unit is configured to determine a location of interest to the customer and generate a list of businesses ranked by their proximity to the location of interest.

58.    (New) The system of claim 57, wherein the logic processing unit is configured to apply weighting factors to further rank the businesses in the list.

59.    (New) The system of claim 58, wherein the business category includes criteria comprising a location specificity and the location specificity of a business category determines a location resolution relative to the location of interest in which businesses are added to the list of businesses generated by the logic processing unit.